

## 2.0 Project Definition

The project definition describes the future land use and circulation for the study area in addition to redevelopment projects in the areas of housing, economic development and public facilities as well as represents.

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***Prepared For:***

The Vine City Civic Association

***Prepared By:***

URBAN COLLAGE, INC. in collaboration with Robert Charles Lesser & Co.



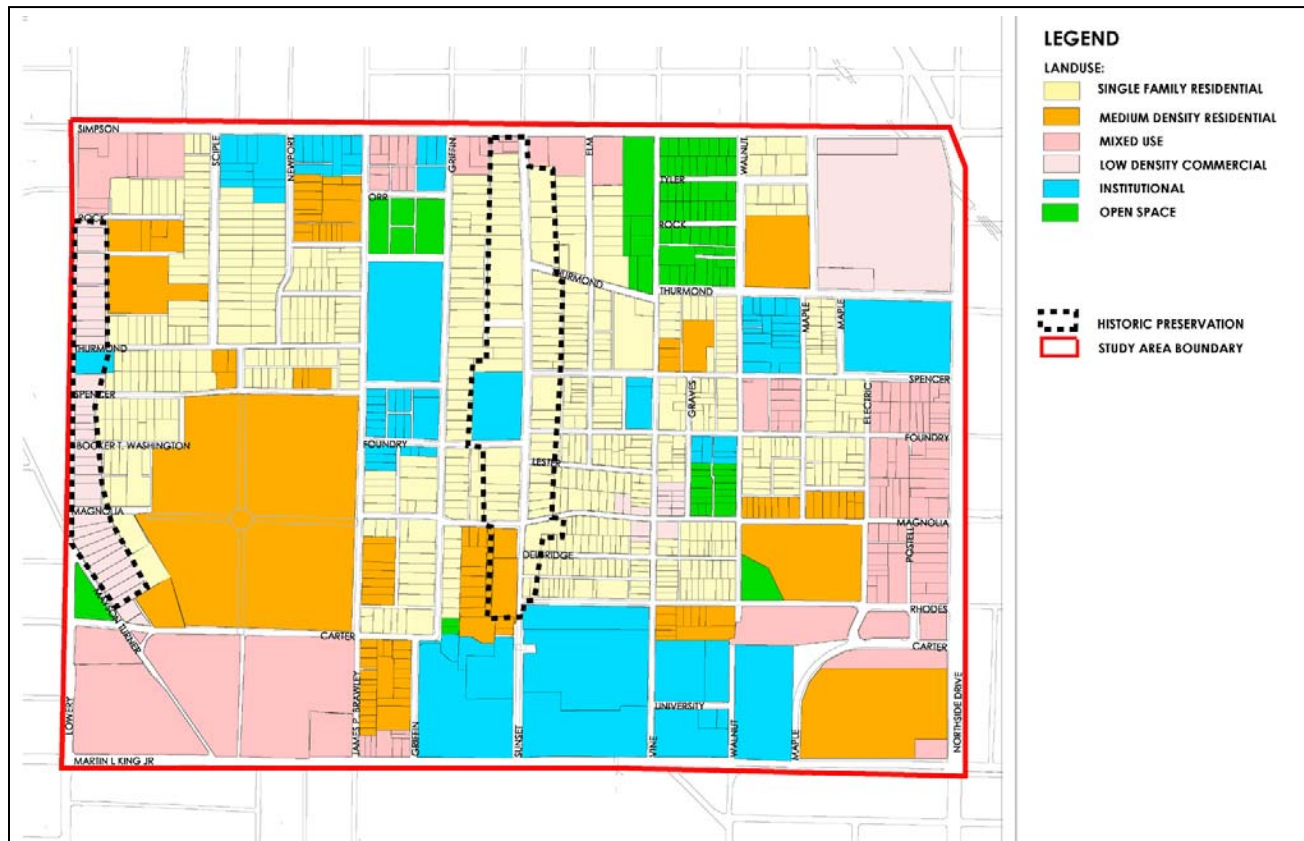
## 2.1 Future Land Use & Zoning Plan

The Vine City Redevelopment Plan seeks to provide a long-term land use concept based on existing land use patterns but enhances the opportunities for living, working, shopping, worshiping and playing in the community. Initially, the Future Land Use Plan for Vine City was developed from the community input received during the Master Plan Update (2001) planning process. As part of the Vine City Redevelopment Plan, community residents and stakeholders that attended the community workshop held on June 7, 2003 validated the Future Land Use Plan as representative of their vision for the Vine City neighborhood.

### 2.1.1 Future Land Use Elements

The Future Land Use Plan is designed as a generalized blueprint for the future and implies a plan of action to achieve the vision of the community. In general, the future land use vision is comprised of the following conceptual categories including: single-family residential, medium density residential, low density commercial, mixed use, institutional/ office and open space. Please refer to the following Future Land Use Map.

**Future Land Use Map**



### Single-family Residential

Building on the single family character of Vine City, the plan proposes the preservation of the existing single-family character through an aggressive rehabilitation program while providing the opportunity to develop new single family housing on existing vacant lots. The plan proposes that in the long term, there is a reduction of multi-family acreage. The reason for this reduction is the intent to show long-range planning that promotes single-family development. This is not to say that all existing multi-family properties will be required to relocate and its residents displaced.

## **2.0 Project Definition**

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However, if in the future these developments are sold or in a state of disrepair, these parcels can transition into single-family.

### **Medium Density Residential**

The plan does not propose a significant increase in the number multi-family dwellings in order to maintain the single-family character of the area. Some stable and newly developed/renovated multi-family products have been preserved to provide diverse housing options and an opportunity for increased density in the community. The plan does propose a higher density residential such as attached town homes or triplexes. This use is recommended along Rhodes between Vine and Sunset; Magnolia between Northside Drive and Spencer Street and James P. Brawley between Carter and Magnolia Street, to provide both market and affordable housing options that can be rental or for-sale.

### **Low Density Mixed-Use**

Low density commercial uses have been added to the existing commercial node at Magnolia and Vine Streets in order to enhance this intersection as a small neighborhood oriented retail node for the interior of the neighborhood. It is also recommended along Lowery in order to promote adaptive reuse of existing homes along Lowery. This designation allows for small-scale service/ office uses that would create opportunities for live work units for professionals and artisans. These homes have a historical and architectural significance and should be preserved.

### **Mixed Use**

The purpose of the mixed-use designation is to promote a greater mix of land uses and options for types of development in the Vine City neighborhood. The plan identifies three sections in the study area for mixed-use development along Northside Drive, Simpson Road and Martin Luther King Boulevard. Both of these areas are in the periphery of the neighborhood along heavily traveled corridors with great visibility for housing and non-housing development.

### **Institutional/ Office**

The Institutional/ office uses in the future land use plan represent the existing faith based, public and private institutions within the study area. As stated previously, the plan promotes single-family development in the long-term. For this reason, not all individual faith-based institutions and services are identified in the Future Land Use Plan. It is recommended that these uses remain in the community and continue to provide a service to the residents. If in the future these services relocate, are sold, or are in a state of disrepair, they can transition to single-family.

### **Open Space**

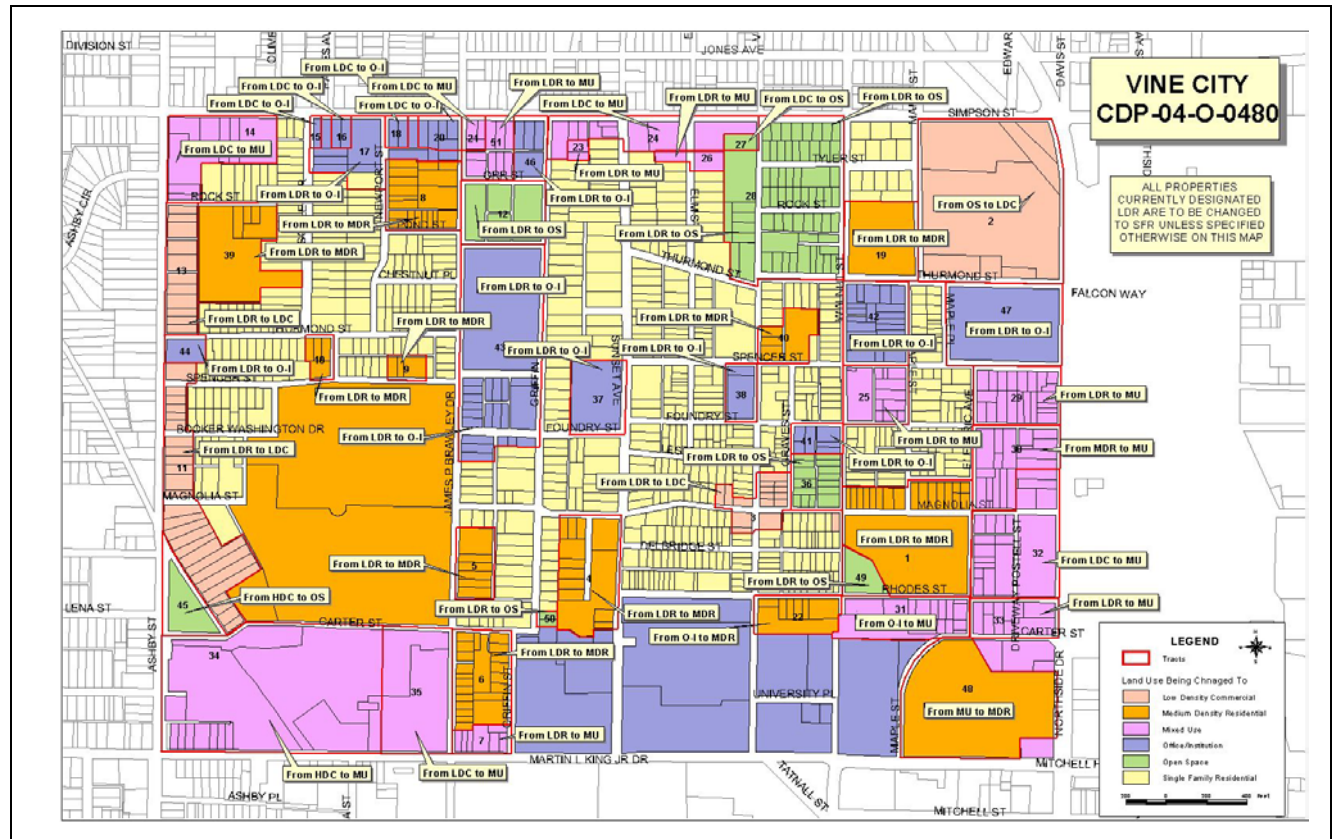
The plan proposes two new locations for recreational parks. An interior neighborhood park is identified on Magnolia Street. The programming of such a park in this vicinity is still to be determined. In addition, the City of Atlanta has designated an open space opportunity in the area bordered by Simpson, Walnut, Thurmond and Vine due to this area being susceptible to flooding. This area also has not undergone significant programming, but the plan suggests a continued community participation component to ensure that the design is reflective of the community vision.

## 2.0 Project Definition

### 2.1.2 Conformance with Existing City of Atlanta Land Use Plan

The City of Atlanta's Comprehensive Development Plan (CDP) is the overall policy and land use document for the City that is used to guide the City in its zoning, land use, public improvement, and strategic planning decisions for each neighborhood.

The Future Land Use Plan developed for the Vine City Redevelopment Plan details land use recommendations thus proposes changes to the current CDP 15-Year Land Use Plan. The changes proposed to the CDP 15-Year Land Use Plan (refer to CDP 15-Year Land Use Conformance Map) will be approved by the City Council with its adoption of the Vine City Redevelopment Plan.



CDP 15 Year Land Use Conformance Map

### 2.1.3 Zoning Plan

The Vine City zoning plan is a tool to take the Vine City Redevelopment Plan and to turn it into a reality. The recently completed Vine City Redevelopment Plan was a community initiated vision for the future of Vine City. That plan called for clear steps towards pedestrian friendly development, the preservation of the single-family core of the neighborhood, strategic infill and redevelopment in key areas and quality urban design standards for all new development in the area.

#### Vine City Zoning Plan

This Zoning Plan is the implementation tool for the Redevelopment Plan. The zoning mandates elements relating to uses, special permits, sidewalks, yards, parking, urban design treatment and landscaping elements. The Zoning Plan is the document that all decisions for what gets built will be based off of. All development will follow the regulations for development as specified in the Zoning Plan. This Zoning Plan expands the existing Special Public Interest District 11 into the Vine



## 2.0 Project Definition

City neighborhood all the way to Northside Drive. The newly expanded Special Public Interest Zoning District includes single-family residential subareas, multi-family residential subareas, university-related subareas, neighborhood commercial subareas and mixed use commercial subareas. In addition to these subareas of uses and densities, the SPI 11 regulations provides a framework of urban design regulations such as building heights and façade treatments, historic setbacks, parks and open spaces, sidewalks and street trees and parking and driveway treatments.

### What does this mean for existing properties?

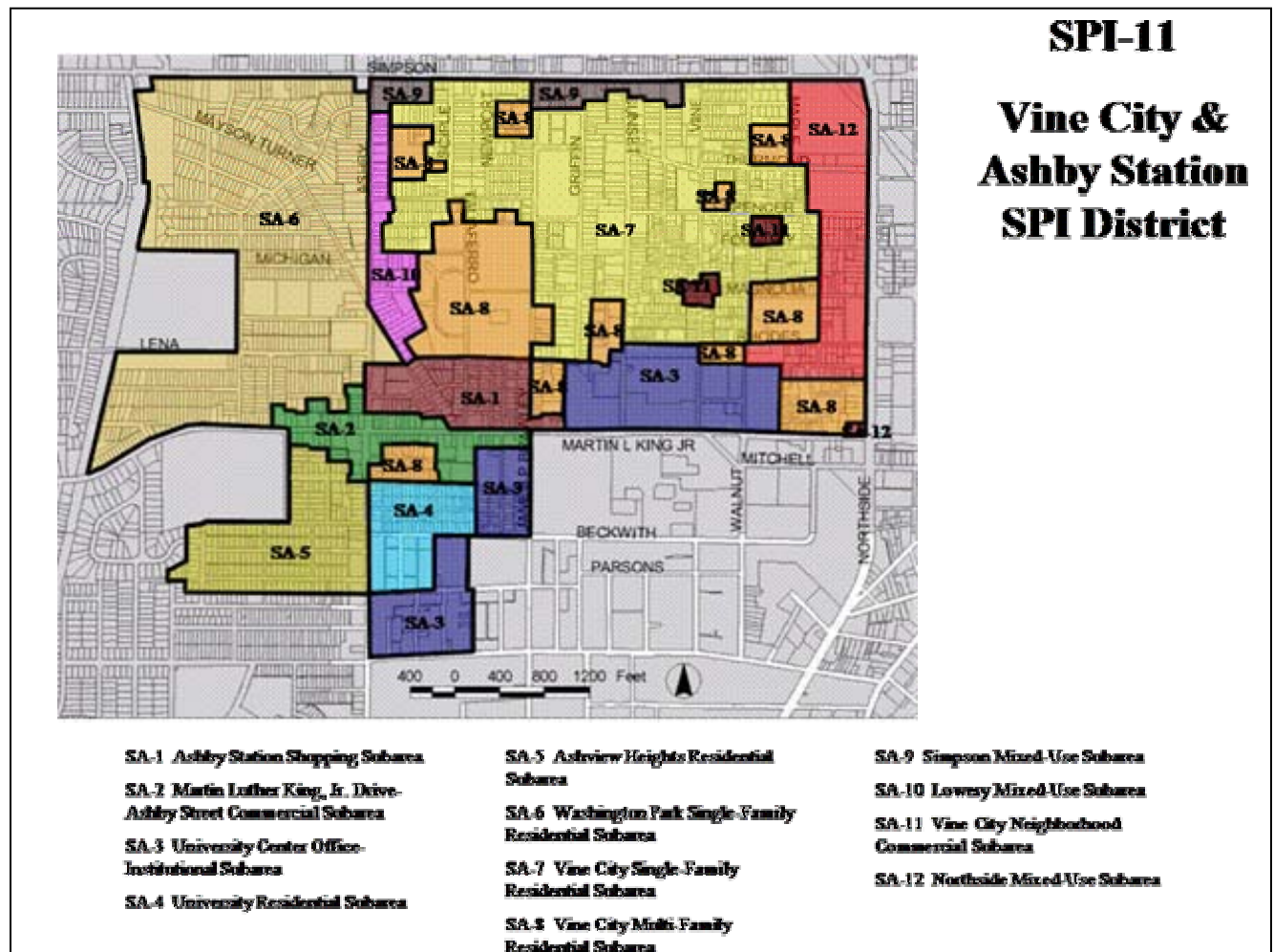
All existing parcels, buildings and households are officially grandfathered-in as part of this zoning effort. What that means is that whatever exists today is allowed to continue to exist exactly the way it is today. The new zoning would only effect new development and would have no effect on existing unchanged parcels or buildings.

### How does the Zoning Plan relate to the Land Use Plan?

The Land Use Plan is the broad overall document that dictates what types of land uses are permitted within an area. Once the Land Use Plan is in place, the Zoning Plan is used to narrow down and specify exact types of uses and design elements for the area. The Land Use Plan and the Zoning Plan are separate and different but are equally necessary for implementing the clear vision as outlined in the Vine City Redevelopment Plan.

#### Vine City & Ashby Station SPI-11

Source: Market + Main

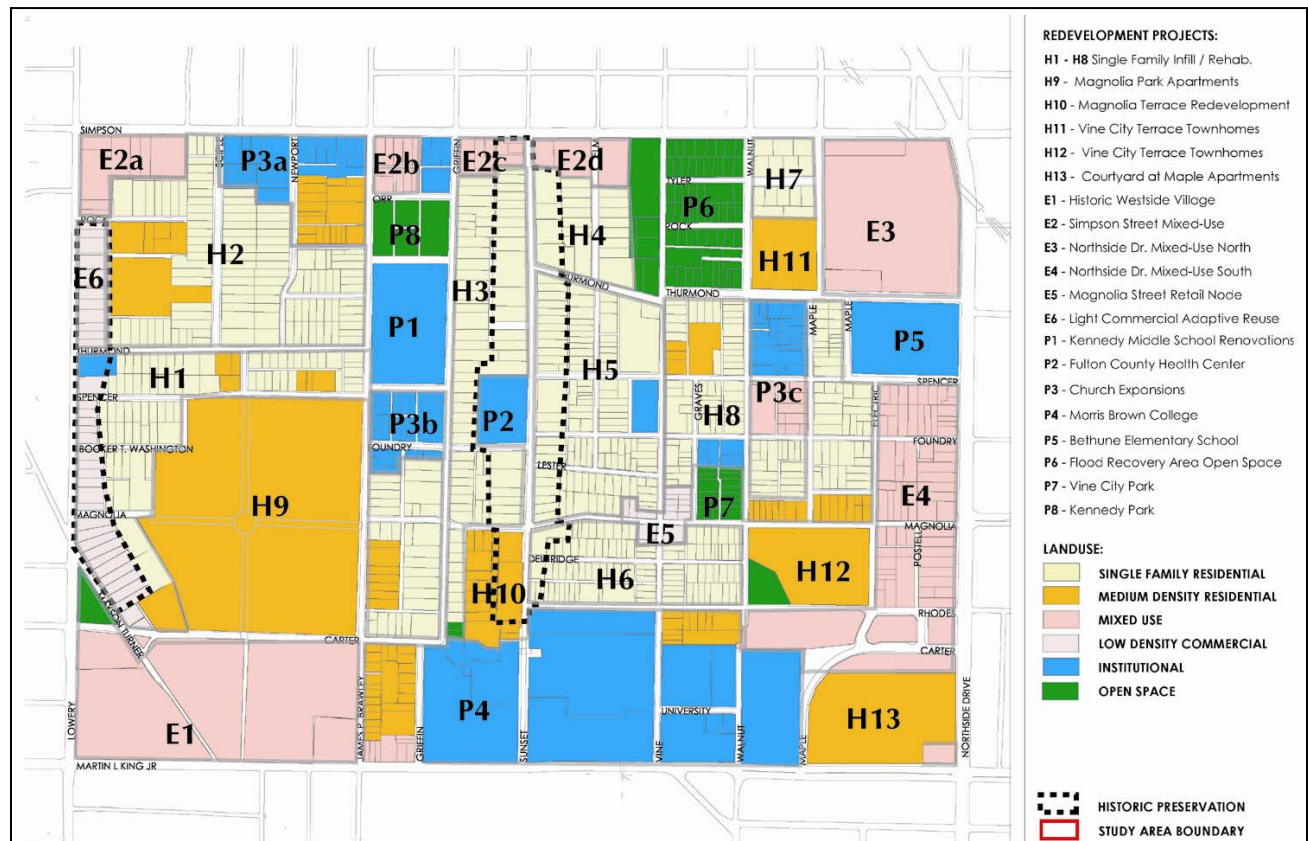


## 2.2 Redevelopment Projects

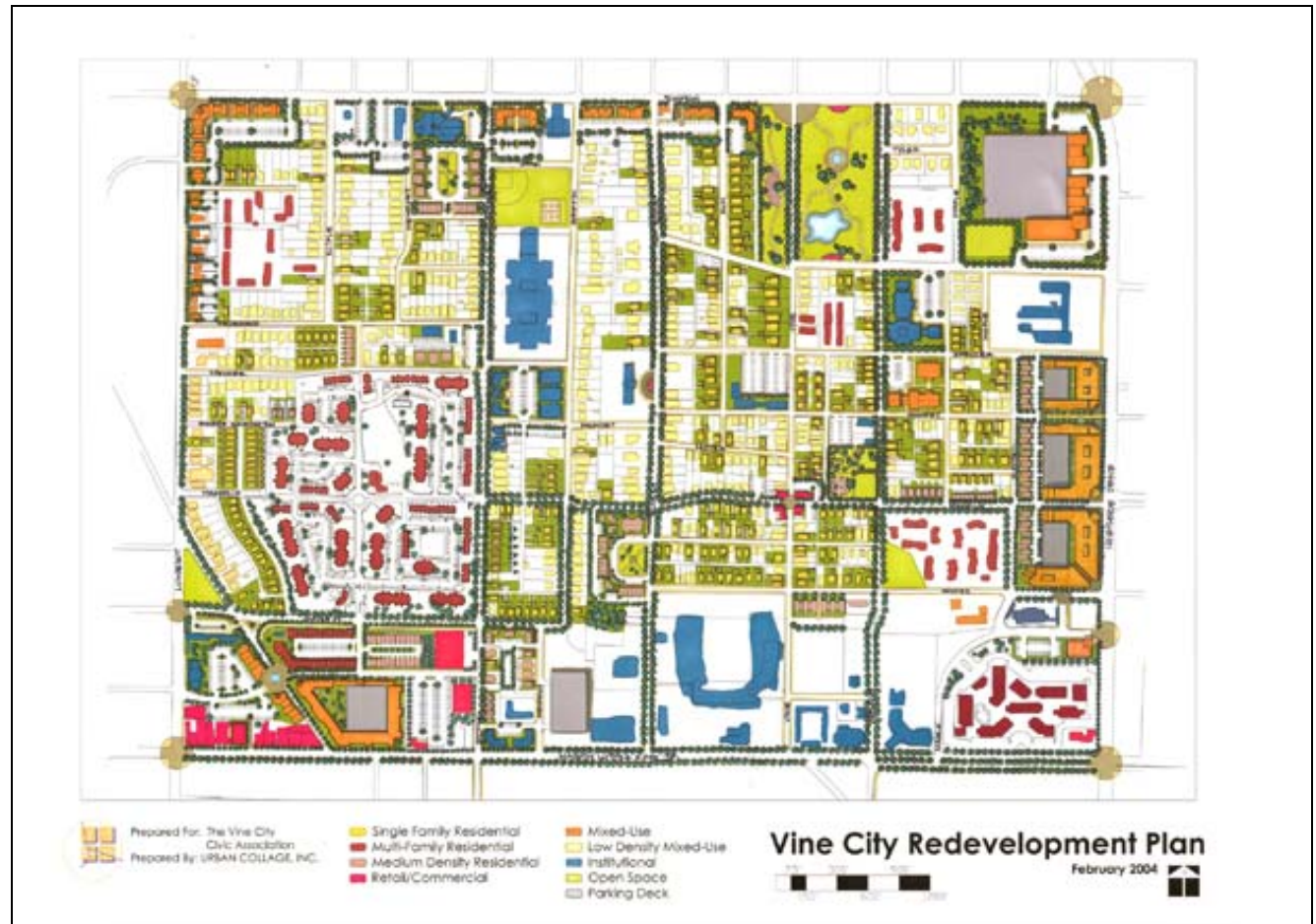
Throughout the Vine City Redevelopment Plan process, the Vine City community participated in numerous forums to enunciate their vision for revitalizing the community. The Framework plan was generated through the community workshop convened on June 7, 2003 at Beulah Baptist Church. It highlighted key development projects for new/ rehabilitated and preserved housing, mixed-use and institutional development and infrastructure improvements. These project areas were further defined through this planning process thus generating “29” distinct **Redevelopment Projects** that build on the strengths and opportunities of the community. The **Redevelopment Projects** are defined as projects that require the use or redevelopment of “real property” (as opposed to projects within the public right-of-way.)

This section describes the types, quantities and implementation needs for each project in the area in detail. (Refer to the Redevelopment Projects Map for the physical location of each project.) In addition, a project description sheet, including a graphic illustrating the build out of specific projects and marketability, is provided. It is important to note that not all redevelopment projects have a description sheet because they may not have a proposed 20-year redevelopment strategy due to recent development. Each of the **Redevelopment Projects** represent an informed approach to revitalization and will be subject to all official Urban Redevelopment process as described in Part 3.0 of this report. However, as individual projects are implemented and as unforeseen conditions arise, it may be necessary to refine the specifics of the redevelopment projects on a case-by-case basis. In such cases, it may be necessary to amend this plan through procedures as promulgated by the Atlanta City Council and the Mayor.

### Redevelopment Projects Map



**Vine City Illustrative Plan**



### 2.2.1 Single Family Housing Projects

As described in the existing conditions analysis, the majority of Vine City is comprised of single-family dwellings with historic building elements and styles that are the foundation to the residential character of the neighborhood. There is a significant need for rehabilitation of the existing housing stock as well as opportunities to construct new housing on vacant lots scattered throughout the study area. The plan subdivides single-family infill and rehabilitation efforts into eight focus areas. The intent is to encourage a critical mass of revitalization in each area.

#### Recommendations:

- Preserve and rehabilitate existing single-family homes;
- Promote new single-family residential development with compatible architectural character;
- Acquire vacant lots to construct infill single-family homes;
- In some cases, acquire unoccupied houses for rehabilitation.

#### H1. – H8. Single-Family Housing

(Refer to the following project sheets for details on projects H1-H8. \*H7 has no proposed action)





## Project Description & Recommendation

In an attempt to improve the quality of life of Magnolia Place residents, the Atlanta Housing Authority in concert with both local Vine City CDC's has been actively and aggressively pursuing properties within an eight-block area of the historic Vine City neighborhood bounded by Thurmond, Griffin, Carter, and Lowery Streets. This project area recommends preservation of existing single-family structures, creating new opportunities for infill development and provide a mix of residential housing types.

## Market Perspective

Given adjacency to Magnolia Place and proximity to Historic Westside Village effort, this project area is one of the most viable housing initiatives in the short-term. This area already features a mix of newly constructed housing products that further enhance the interested and marketability of this residential area. Where opportunities exist, develop a larger residential product including for sale and rental townhomes that can sell for between \$110 and \$117 per square foot, equating to a sales price of \$140,000 - \$160,000. New single family construction can sell for \$121 - \$122 a square foot, equating to sales prices from \$170,000 to \$220,000.

## Development Program

### Existing:

Acres:	25
SF Units:	70
MF Units:	56
Duplex Units:	18
Non-residential	
Space:	18,000
Vacant:	44
Parking:	12

### Proposed:

SF Infill:	74 units
Townhouse Infill:	14 units
MF Infill:	27 units
SF Rehab:	25 units

New Institutional: 20,000







## Project Description & Recommendation

This project area is bounded by Simpson, J.P. Brawley and Thurmond Streets. The single-family neighborhood character is the most valuable asset of the Vine City neighborhood. In the area of housing, the community expressed the importance of preserving the single-family character, rehabilitating structures that are in less than standard condition and building new single-family dwelling on vacant lots scattered throughout the neighborhood. The infill and rehabilitation strategies developed for these target areas should be phased block by block approached that are affordable and protect existing residents.

## Market Perspective

Throughout the Vine City neighborhood, opportunities exist for infilling homes on scattered vacant lots and rehabbing existing homes in need of repair. This project area is likely to result in more modest home prices with homes selling for \$100 and \$104 per square foot, equating to sales prices of between \$125,000 and \$155,000.

## Development Program

### Existing:

Acres:	19
SF Units:	80
MF Units:	136
Duplex Units:	18
Institutional	
Space:	6,500 SF
Vacant Parcels:	21
Parking:	1

### Proposed:

New SF Infill:	25 units
Total SF Rehab:	46 Units
Total MF Rehab:	54 Units





## Project Description & Recommendation

This project area is located between Griffin, Carter and Sunset Streets. The single-family neighborhood character is the most valuable asset of the Vine City neighborhood. In the area of housing, the community expressed the importance of preserving the single-family character, rehabilitating structures that are in less than standard condition and building new single-family dwelling on vacant lots scattered throughout the neighborhood.

## Market Perspective

Throughout the Vine City neighborhood, opportunities exist for infilling homes on scattered vacant lots and rehabbing existing homes in need of repair. This project area is likely to result in more modest home prices with homes selling for \$100 and \$104 per square foot, equating to sales prices of between \$125,000 and \$155,000.

## Development Program

### Existing:

Acres:	13
SF Units:	60
MF Units:	8
Vacant Parcels:	7

### Proposed:

New SF Infill:	7 units
Total SF Rehab:	10 parcels





## Project Description & Recommendation

As a part of the City of Atlanta comprehensive plan to combine waste and storm water treatment, the flood impact area bordered by Simpson, Elm, Thurmond and Sunset Streets has been identified for new residential development. A mix of residential housing types that are affordable and blend into the existing character of the neighborhood are preferred. The neighborhood has expressed a strong desire to create as many housing opportunities as possible as a part of this project.

## Market Perspective

Parcel assembly is a major issue and understood to be an effort of the City of Atlanta. This is a less stable portion of neighborhood likely to result in more modest home prices. Houses could sell for between \$103 and \$108 per square foot, equating to a sales price of \$130,000-\$160,000.

## Development Program

### Existing:

SF Units:	3
MF Units:	22
Duplex Units:	24
Institutional Space:	6,500 SF

### Proposed:

New SF Infill:	17 units
Total SF Rehab:	2 units
Non-residential Space Rehab:	6,500 SF





# VINE CITY REDEVELOPMENT PLAN



Prepared By: URBAN COLLAGE, INC.  
 Robert Charles Lesser & Co.,  
 Prepared For: The Vine City Civic Association

Before & After  
 Elm Street Single-Family Infill





## Project Description & Recommendation

This housing redevelopment area bounded by Sunset, Magnolia, Vine and Thurmond Streets, introduce infill and rehabilitation strategies preserve the single-family character, rehabilitate structures that are in less than standard condition and building new single-family dwelling on vacant lots scattered throughout the neighborhood.

## Market Perspective

Throughout the Vine City neighborhood, parcel assembly is a major issue. This area is a less stable portion of neighborhood and is likely to result in more modest home prices. Houses could sell for between \$103 and \$108 per square foot, equating to a sales price of \$130,000-\$160,000.

## Development Program

### Existing:

Acres:	13.3
SF Units:	59
MF Units:	20
Duplex Units:	10
Institutional	
Space:	5,600 SF
Vacant Parcels:	40

### Proposed:

New SF Infill:	32 units
Total SF Rehab:	26 units



Prepared By: URBAN COLLAGE, INC.  
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Prepared For: The Vine City Civic Association

PROJECT AREA CONCEPT PLAN:  
H5 - Single Family Infill/ Rehab.



## Project Description & Recommendation

This residential area is bounded by Sunset, Magnolia, Rhodes and Walnut Streets. Like the other single family infill and rehab projects, this project introduces infill and rehabilitation strategies and building new single-family dwelling on vacant lots scattered throughout the neighborhood.

## Market Perspective

Throughout the Vine City neighborhood, this project area presents the most opportunity to build on the momentum of Tyler Place and Magnolia Perimeter projects. It is recommended to keep product relatively affordable and scaled to surrounding housing. Houses can sell for \$111-\$112 per square foot, equaling a sales price of between \$145,000 and \$175,000.

## Development Program

### Existing:

Acres:	7.9
SF Units:	31
MF Units:	8
Duplex Units:	4
Non-residential Space:	4,000 SF
Vacant Parcels:	62
Parking:	1

### Proposed:

New SF Infill:	51 units
Total SF Rehab:	3 units



Prepared By: URBAN COLLAGE, INC.  
Robert Charles Lesser & Co.,  
Prepared For: The Vine City Civic Association

PROJECT AREA CONCEPT PLAN:  
H6 - Single Family Infill/ Rehab.



## Project Description & Recommendation

Like previous rehab and infill housing projects, this project area introduce infill and rehabilitation strategies preserve the single-family character, rehabilitate structures that are in less than standard condition and building new single-family dwelling on vacant lots scattered throughout the neighborhood. Bounded by Vine, Thurmond, Electric and Magnolia Streets this area suggests opportunities for an added amenity of a new neighborhood park that attracts new and existing residents.

## Market Perspective

Opportunities exist for infill homes and rehabilitation of existing properties. This project area is in close proximity to Northside Drive and current redevelopment efforts. Townhomes can sell for between \$107 and \$108 a square foot, equalling a sales price of \$130,000 - \$150,000; single family homes can sell for between \$112 and \$114 a square foot, equalling sales prices of \$160,000 - \$190,000.

## Development Program

### Existing:

Acres:	13
SF Units:	49
MF Units:	58
Duplex Units:	18
Vacant Parcels:	59
Institutional:	1

### Proposed:

New SF Infill:	57 units
New Townhomes:	15 units
Total SF Rehab:	20 units





### **2.2.2 Multi-Family Housing Projects**

In addition to single-family housing, there are several existing multi-family developments that provide options to the rental community. These properties vary from the newly developed with modern conveniences to dilapidated and unoccupied properties that are an eyesore in the community.

#### **Recommendations:**

- Focus multi-family development on existing stable multi-family products;
- Limit the restoration of some less than standard multi-family properties in order to encourage a single-family community in the long-term.

**H9. Magnolia Perimeter Infill/ Rehab.** (No proposed action)

**H10. Magnolia Terrace Redevelopment**

**H11. – H13. Multi-Family Housing** (No proposed action)





## Project Description & Recommendation

Magnolia Terrace apartments is a secluded, unoccupied multi-family development currently owned by Morris Brown College. To create additional opportunities for varied housing types in the community, the plan proposes redeveloping this site as new multi-family housing that is close to the street and viewed as a part of the neighborhood.

## Market Perspective

This project area is a strong location to tap into college faculty with good proximity to ML King Drive and Historic Westside Village. Being that this is a more stable area of single-family housing efforts, townhomes could sell for between \$140,000 and \$165,000, while single family homes could sell for between \$160,000 and \$210,000.

## Development Program

### Existing:

Acres:	3
MF Units:	36
Institutional Space:	2,300 SF

### Proposed:

New MF Infill:	26 Units
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PROJECT AREA CONCEPT PLAN:  
H10 - Magnolia Terrace

### **2.2.3 Economic Development Projects**

To create an environment where existing and future residents can live, work, play and shop, it is important to identify opportunities to increase the economic condition of the Vine City community. This plan identifies six projects that have the potential of providing future jobs as well as contributing to the economic base and viability of the area. Refer to project description sheets for details on these projects. The economic development projects include:

#### **Recommendations**

- In some cases, demolish and/ or reconstruct underutilized structures
- Provide opportunities for a mix of uses within the same property
- Develop new projects that contain both housing and non-housing uses
- In some cases adaptive reuse of existing structures to create new live-work studios and/ or service facilities
- Conduct collaborative marketing efforts to ensure healthy tenant mixes

#### **E1. Historic Westside Village**

#### **E2. Simpson Street Church of Christ**

#### **E3. Northside Drive Mixed-Use North**

#### **E4. Northside Drive Mixed-Use South**

#### **E5. Magnolia Street Retail**

#### **E6. Light Commercial Adaptive Reuse**



### Project Description & Recommendation

Located on the north side of Martin Luther King Dr. between Lowery Blvd. and James P. Brawly, this site will be a major mixed-use corridor for the Vine City neighborhood and surrounding communities. Initiated by the Atlanta Development Authority in 2000, the build out scenario for the corridor includes preservation of a limited amount of existing commercial space, new ground floor retail with office space and a combination of loft apartments and townhomes.

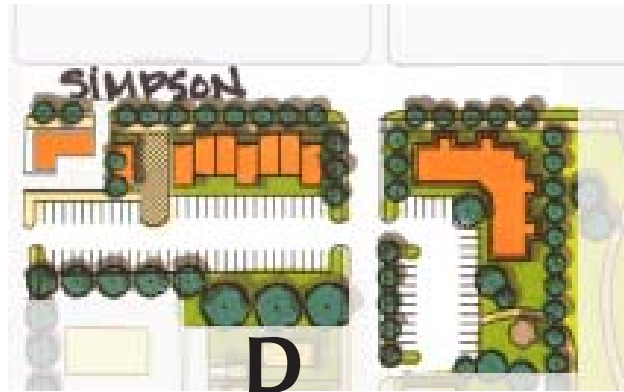
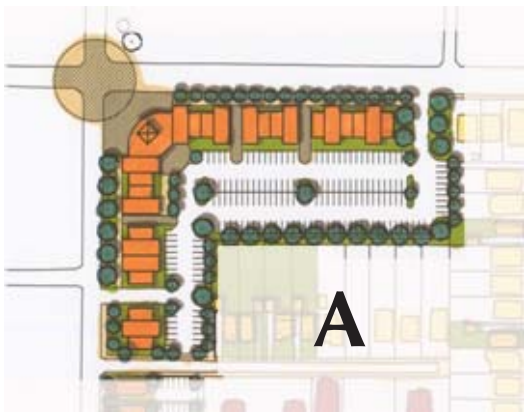
### Market Perspective

Due to higher construction and parking costs, this less aggressive concept is ideal. This development presents opportunity for two to four story buildings with 40,000 SF to 90,000 SF of office space above with second floor office space above in addition to loft-style apartments and/or condo flats focusing on smaller units to keep total rents and sales prices down. Loft rentals could rent for between \$800 and \$1,200 a month and sell for \$154 and \$167 a square foot, equating to a sales price of between \$100,000 and \$200,000. Retail could lease for \$16 - \$20 a square foot, while office could lease for \$13 - \$16 a square foot.

### Development Program

<b>Existing:</b>	
Acres:	22
Non-residential Space:	50,000 SF
<b>Proposed:</b>	
Townhomes:	16 units
Loft Apts:	210 units
Office Space:	36,000 SF
Retail Space:	56,000 SF
Institutional Space:	15,000 SF





## Project Description & Recommendation

The southeast corner of Simpson Street between Lowery Blvd. and Sunset blvd. is acknowledged as an opportunity to incorporate ground floor retail development with residential units above. Its potential for mixed-use development is significant in attracting both local and regional retail consumers while creating economic development opportunities in an area that currently experiences loitering and lacks services desired by the community.

## Market Perspective

Modest retail demand exists in the Vine City neighborhood, with demand being strongest along Simpson Road due to its relatively high visibility ability and access. Loft apartments should be priced affordable. Increase landscaping or create small courtyards to alleviate potential loitering in parking lots. Lofts apartments could sell for between \$90 and \$100 per square foot, equating to a sales price of between \$90,000 and \$120,000. Office and retail would be between \$10 and \$12 a square foot.

## Development Program

### Existing:

Acres:	8.2
SF Units:	8
MF Units:	33
Duplex Units:	2
Non-Residential Space:	40,000 SF
Vacant Parcels:	5
Parking:	1

### Proposed:

Lofts:	51 units
Retail Space:	90,500 SF







# VINE CITY REDEVELOPMENT PLAN



Prepared By: URBAN COLLAGE, INC.  
Robert Charles Lesser & Co.,  
Prepared For: The Vine City Civic Association

Before & After Perspective  
Simpson Road & Joseph E. Lowery Blvd.



Source: Georgia World Congress Center



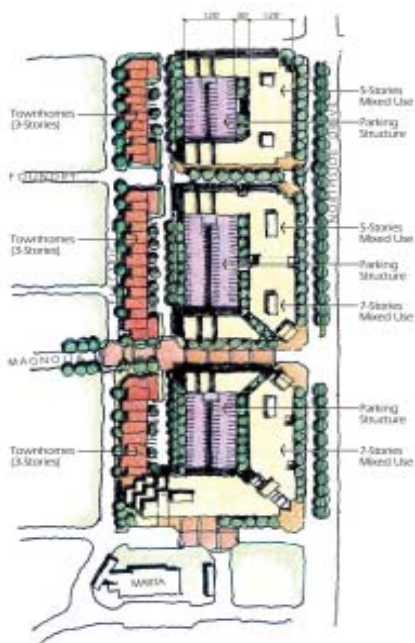
### Program Description & Recommendation

The Georgia World Congress Center plans to build a new 2000 space parking deck on its existing surface parking lot adjacent to Bethune Elementary School on Northside Drive. In partnership with the Vine City Health and Housing Ministry, this deck is designed to have approximately 25,000 SF of retail space on the ground floor fronting Northside Drive with limited surface parking spaces for patrons. This economic development project has relatively high visibility and access due to its proximity to Northside Drive, the Georgia World Congress Center, the Georgia Dome and Bethune Elementary School.

### Development Program

<b>Existing:</b>	
Parking Spaces:	700
<b>Proposed:</b>	
Retail:	25,000 SF
Parking Spaces:	2000





Conceptual Master Plan  
Northside Drive  
Atlanta, Georgia

March 11, 2004  
AND



Conceptual Sketch  
Northside Drive  
Atlanta, Georgia

March 11, 2004  
AND

## Project Description & Recommendation

Due to the location and access to Downtown Atlanta, MARTA, the Georgia Dome, Georgia World Congress Center and the Atlanta University Center, general consensus agreed that this area should be developed as a mixed-use environment incorporating retail, residential, office, cultural facility, historic welcome center and possible lodging facility. Developing the existing vacant lots into a viable mixed-use corridor would also protect and buffer the single-family core from the activity along Northside Drive and serve as a major gateway into the Vine City community.

## Market Perspective

A significant housing opportunity for development exists along Northside Drive. Affordable condo flats, townhomes and lofts with an urban style is in demand. Provide ground floor retail on Northside Drive with higher commercial lease rates justified by proximity to Georgia Dome and the Georgia World Congress Center. There may be an opportunity for a hotel and conference facilities, but must be validated via in-depth market analysis. Lofts could sell for between \$107 and \$154 per SF, with sales price of between \$100,000 and \$200,000. Ground floor retail could lease for between \$15 and \$18 per SF.

## Development Program

<b>Existing:</b>	
Acres:	9.5
SF Units:	8
MF Units:	16
Duplex Units:	2
Non-residential	
Space:	9,000 SF
Institutional	
Space:	3,500 SF
Vacant Parcels:	13
Parking:	37



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PROJECT AREA CONCEPT PLAN:  
E4 - Northside Drive Mixed-Use South





## Project Description & Recommendation

The plan proposes the development of a neighborhood scale retail node at the intersection of Magnolia and Vine Streets. Given the overall emphasis of local and regional retail development located along the periphery of the Vine city neighborhood, the proposal for this intersection orients neighborhood servicing retail in the interior of the neighborhood. The development of this retail core will complement the existing Vine City Health and Housing Ministry building that currently houses the City of Atlanta Police Department Mini-Precinct.

## Development Program

### Existing:

Acres:	1.3
Non-residential Space:	8,200 SF
Vacant Parcels:	11

### Proposed:

Retail Space:	6,000 SF
Total Retail Rehab:	3,000 SF

## Market Perspective

The Magnolia and Vine Street intersection represents the strongest location for infill retail in the Vine City neighborhood. It is recommended that the most likely serves in this project area contain small personal service-type tenants and possibly local office users or not for profit agencies active in the neighborhood. Retail space could lease for between \$7 and \$10 per square foot.







## Project Description & Recommendation

Properties identified in this project area front Lowery Boulevard which is a major north-south arterial. The intent is to preserve the single family character of this area but allow for a conversion of more retail-oriented within the existing single-family structures. In the long-term the uses could be office or service oriented to further strengthen the existing conversions along this corridor.

## Development Program

### Existing:

Acres	1.9
SF Units:	5
Duplex Units:	2
Non-residential Space:	1,900 SF
Vacant Parcels:	4

### Proposed:

Office Space:	~ 10,000 SF
Adaptive Re-use:	2 units
Retail Rehab:	4 units



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PROJECT AREA CONCEPT PLAN:  
E6 - Light Commercial Adaptive Reuse

## **2.0 Project Definition**

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### **2.2.4 Public/ Private Institutions Projects**

There are several projects that include the use of real property in the form of parks, open space and community services. These projects are an important part of creating a sustainable and livable community that provides places to recreate educate and receive spiritual guidance. Project description sheets are provided for those projects containing a revitalization 20 year strategy. The institution revitalization opportunities include:

#### **Recommendations:**

- Rehabilitate and expand existing faith-based institutions
- Expand Morris Brown College
- In some cases, adaptively reuse existing facilities for use as new community services
- Rehabilitate existing schools

**P1. Kennedy Middle School Renovation** (No proposed action)

**P2. Fulton County Health Center**

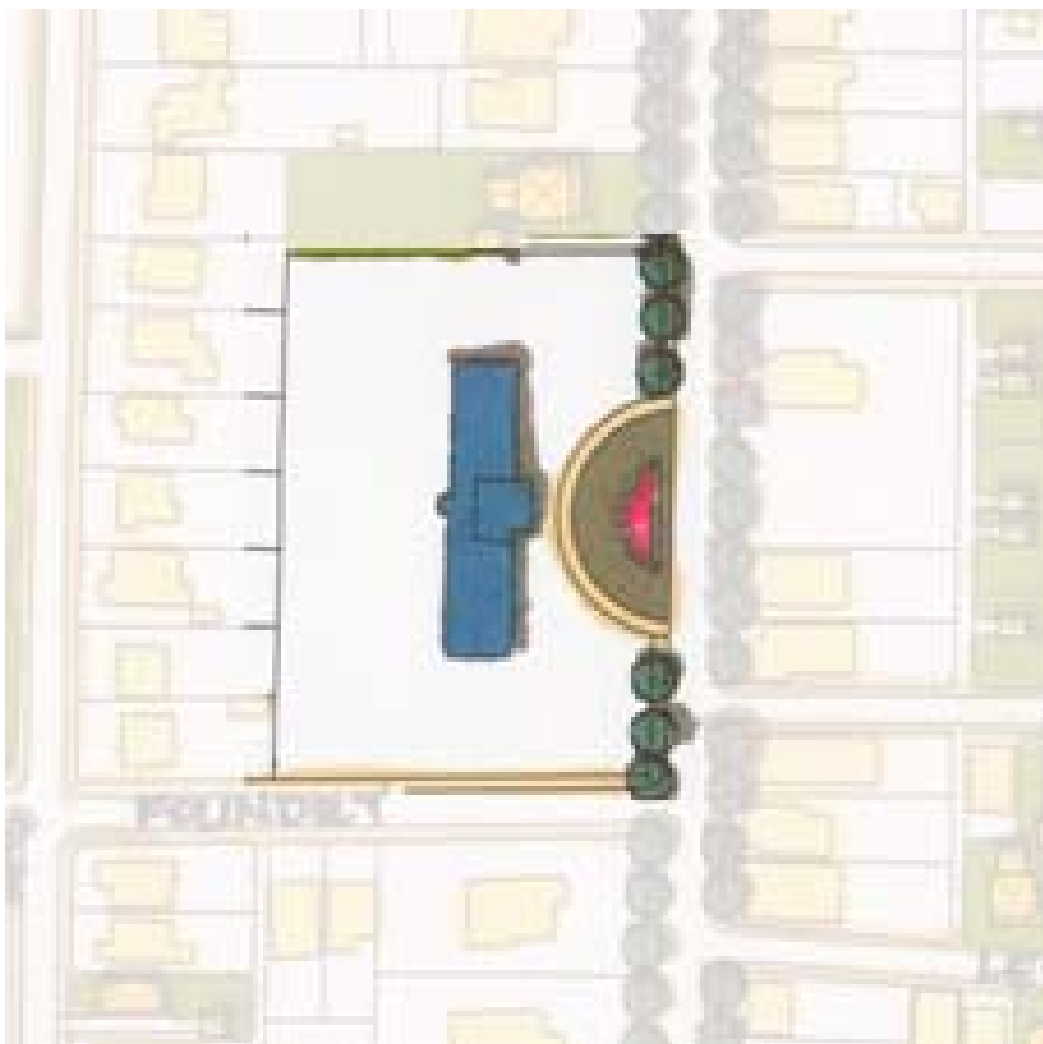
**P3a. Simpson Street Church of Christ Expansion**

**P3b. Beulah Baptist Church Expansion**

**P3c. Mt. Gilead Church Expansion**

**P4. Morris Brown College**

**P5. Bethune Elementary School** (No proposed action)



## Project Description & Recommendation

The Fulton County Health Center was identified as requiring an update of its existing facility and services. Currently there is not an immediate care facility offering services to the residents of the Vine City community. Since this facility is located in the heart of the community it should expand its services to include self sufficiency programs including job training, drug rehab, etc. Also, it was suggest that a memorial honoring residents of Vine City that were instrumental in the Civil Rights Movement be located at this site.

## Development Program

### Existing:

Acres:	2
Institutional Space:	8,500 SF

### Proposed:

Institutional:	8,500 SF
New Commemorative Garden	



Prepared By: URBAN COLLAGE, INC.  
Robert Charles Lesser & Co.,  
Prepared For: The Vine City Civic Association

PROJECT AREA CONCEPT PLANS:  
P2 - Fulton County Health Center



## Project Description & Recommendation

Simpson Street Church of Christ, located on Simpson Road, is a major faith-based institution serving the Vine City Community. Currently, the church is undergoing an expansion that is scheduled to break ground in the fall of 2004. The expansion will include a new sanctuary, gymnasium, and meeting rooms. The existing sanctuary will remain and the existing surface parking lot will expand and receive landscaping. In addition, Simpson Street Church of Christ is interested in developing townhomes adjacent to the new sanctuary to provide housing options for the community.

## Development Program

### Existing:

Acres:	6.4
SF Units:	8
MF Units:	20
Institutional Space:	12,000 SF
Non-residential Space:	1,220 SF
Vacant Parcels:	8
Parking:	5

### Proposed:

Church Expansion:	35,000 SF
- Sanctuary	
- Gym	
- Meeting Rooms	
New Townhomes:	27
New SF Infill	5
Total SF Rehab.	26







## Project Description & Recommendation

To meet the needs of a growing Vine City community and congregation, Beulah Baptist Church has plans to embark on a major expansion. This project would include expanding the existing sanctuary and developing additional buildings to serve existing and future outreach ministries on adjacent properties including existing vacant lots.

## Development Program

### Existing:

Acres:	2.8
SF Units:	5
Vacant:	8
Parking:	5
Non-residential	
Space:	1,400 SF
Institutional:	14,000 SF

### Proposed:

New Institutional	
Space:	~ 20,000 SF





## Project Description & Recommendation

As one of the major faith -based institutions in the Vine City neighborhood, Mount Gilead is pursuing an expansion project that will help the needs of the growing Vine City community. The expansion project includes constructing new single family housing, a new sanctuary, and a family life center that will provide recreational facilities, meeting rooms for outreach programs and services for the congregation and community.

## Development Program

### Existing:

Acres:	6.2
SF Units:	12
MF Units:	26
Duplex Units:	2
Institutional Space:	14,000 SF
Vacant Parcels:	27
Parking:	1

### Proposed:

New Church:	17,500 SF
New Family Life Center	17,500 SF
	(with 20 MF)
SF Units:	8



Prepared By: URBAN COLLAGE, INC.  
Robert Charles Lesser & Co.,  
Prepared For: The Vine City Civic Association

PROJECT AREA CONCEPT PLAN:  
P3c - Mt. Gilead Church



## Project Description & Recommendation

The Morris Brown College project area encompassed the college's campus and several surrounding properties surrounding the campus that is located within the study area. The plan proposes a new parking deck to serve the Herndon Stadium and new housing opportunities for faculty and /or students.

## Development Program

### Existing:

Acres:	31.2
SF Units:	8
MF Units:	20
Duplex Units:	2
Non-residential	
Space:	5,000 SF
Institutional	
Space:	130,000 SF
Vacant Parcels:	30
Parking:	1
Ground Floor Retail:	5000 SF

### Proposed:

SF Infill:	4 units
MF Infill:	21 units
Institutional:	15,900 SF
Parking Deck:	1000



Prepared By: URBAN COLLAGE, INC.  
Robert Charles Lesser & Co.,  
Prepared For: The Vine City Civic Association

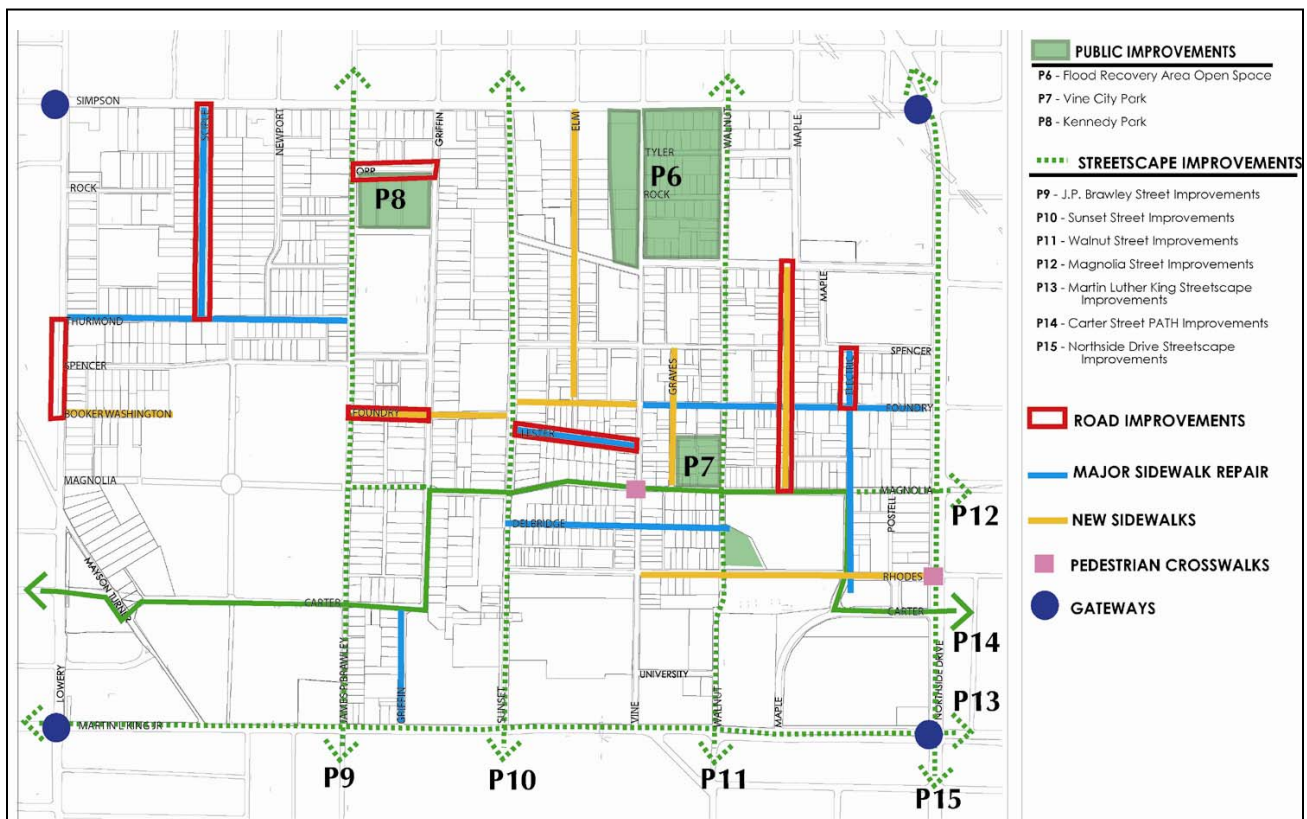
PROJECT AREA CONCEPT PLAN:  
P4 - Morris Brown College

## 2.3 Transportation and Circulation Plan

Transportation and Circulation improvements are an important part of creating a sustainable and livable community. The Transportation and circulation Plan represents the development of a circulation and openspace pattern including: parks and openspace, streetscape beautification, road improvements, gateways, intersection improvements and connections to public spaces and facilities. This plan is designed to promote a pedestrian friendly environment while still providing opportunities for bicyclists, motorists and transit riders.

The Transportation and circulation Plan provides (14) projects that are a foundation to create diverse civic uses and a transportation system that will promote a functional environment for circulating and recreating in the Vine City neighborhood.

### Transportation and Circulation Plan



### 2.3.1 Parks and Openspace

The Vine City neighborhood currently has one active community park/ recreational facility within its boundaries. This facility, Kennedy Park, is not readily accessible to all of the neighborhood because it is not centrally located. The plan proposes enhancements to the existing facility while providing additional opportunities for passive and active recreation in additional locations. Included in the plan is a new City park that encompasses an existing residential area that has recently undergone flooding. The installation of a neighborhood pocket park is also included.

#### Recommendations:

- Conduct community design workshops to program new openspace and park facilities.
- Create facilities that are multi-generational.



### **P6. Flood Recovery Area Open Space**

As a part of the City of Atlanta comprehensive plan to combine waste and storm water treatment, the 12 acre flood impact area bordered by Simpson, Elm, Thurmond and Sunset Streets has been identified for open space. Through this planning process, the community was somewhat divided as to how this open space should be programmed (either for active or passive recreational use) to control future flooding. It is recommended that additional design workshops be conducted to ensure that the future development of this new facility is representative of the vision of the community.



### **P7. Vine City Park**

The vacant lots within the block of Foundry, Graves, Magnolia and Walnut Streets have been identified as the new Vine City Neighborhood Park. The Arthur Blank Foundations has designated \$125,000 for property acquisition for development of a park to be centrally located in the neighborhood. The plan recommends a community design workshop to program the new facility.



***Vine City Park Before & After***

## 2.0 Project Definition

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### P8. Kennedy Park

Kennedy Park which is adjacent the Kennedy Middle School, is currently the only active outdoor recreational facility for the Vine City neighborhood. The existing play fields (basketball and softball) are in need of overall maintenance.

### 2.3.2 Streetscapes

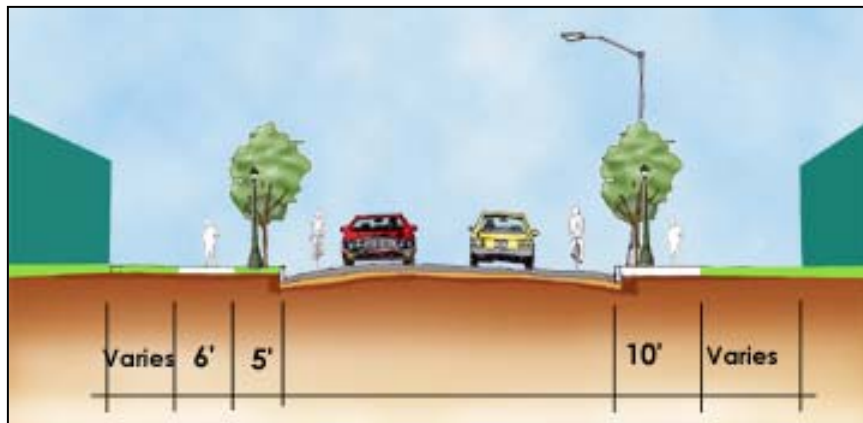
Streetscape improvements are proposed for several arterials in the community to enhance the overall appearance and public environment. It is envisioned that these improvements and safety enhancements will ultimately encourage and increase pedestrian mobility throughout Vine City. These improvements will include a combination of new sidewalks, curbs street trees and landscaping, lighting, and street furniture. On street parking and pedestrian crosswalks are included in select locations.

#### Recommendation:

- Create a pedestrian friendly environment that promotes walking, cycling and overall safety.

### P9. James P. Brawley Street

James P. Brawley is a major arterial that provides continuous north-south access through the neighborhood. With its wide streets, stable housing stock and recent new development of new infill single family housing, and linkage to Kennedy Middle School and Kennedy Park, it is prime candidate for streetscape improvements. This street is intended to have sidewalk improvements, designated bike lanes, streetlights, street trees and landscaping.



### P10. Sunset Street

Sunset Street contains some of the oldest and most stable housing stock in the Vine City community. Considering that it is also a major north-south connector through the community, it desires improvements that will enhance its existing historic character. Sunset Street provides access to The Fulton County Health Center, Morris Brown's Herndon Stadium and the proposed Magnolia Terrace redevelopment. The plan propose enhancing the pedestrian friendliness of this street by providing additional streetlights, a landscape strip and sidewalk improvements were needed.

### P11. Walnut Street

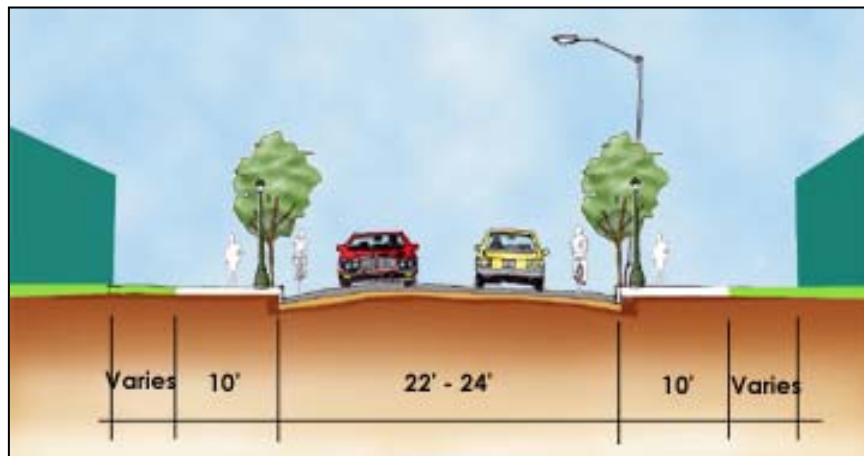
Walnut is not a continuous North-south arterial; it is one-way from Martin Luther King to University where it terminates at the Historic Herndon Home. There is pedestrian access over the MARTA rail via a stairs, but this route is overgrown and lacks lighting. Walnut is two-way from Rhodes Street to Simpson and provides connection to the proposed Vine City Park and the Flood Recovery

## 2.0 Project Definition

Open Space. The recommended improvements include new sidewalks, improved pedestrian access over the MARTA rail, street lights, and street trees.

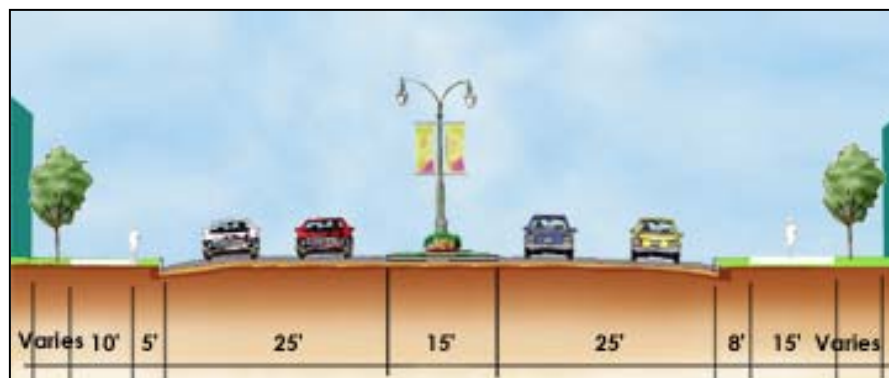
### P12. Magnolia Street

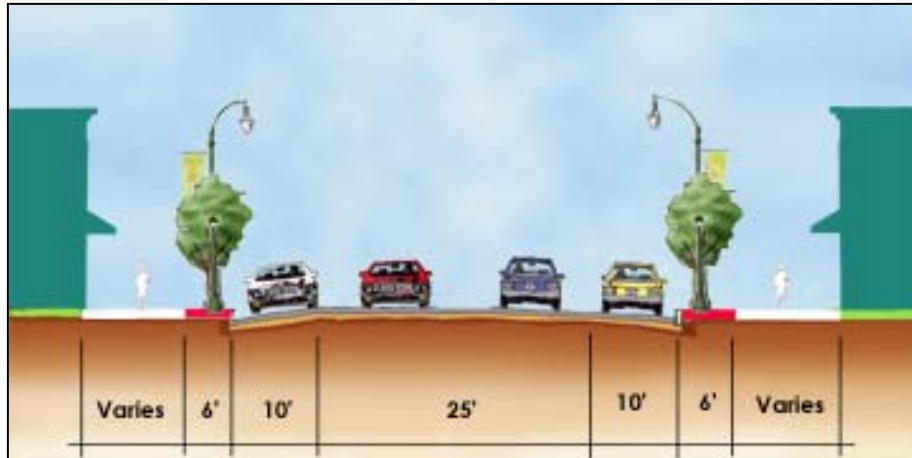
Vine City currently lacks continuous east-west connection that is internal to the neighborhood. Magnolia Street provides access from Northside Drive and terminates at James P. Brawley. With its varied street widths, and absence of sidewalks in certain locations, it is envisioned that Magnolia will serve as a major pedestrian connection to the Vine City Park and to activities at the Georgia World Congress Center and Georgia Dome. Proposed improvements include sidewalks, street lights, street trees, landscaping and both shared and designated bike lanes where permitted as part of the PATH Foundation Bike Trail.



### P13. Martin Luther King Jr. Drive

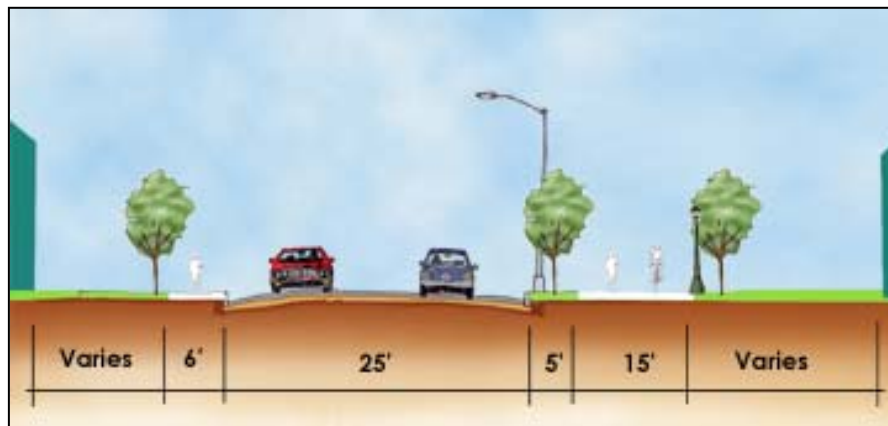
In preparation for the 1996 Olympics, the City of Atlanta invested dollars towards infrastructure improvements and streetscapes along Martin Luther King Jr. Drive. Although these enhancements improved the workability and appearance of this corridor, there is a need for additional improvements to this major east-west arterial due to its access to Northside Drive and the Georgia Dome/ Georgia World Congress Center as well as Morris Brown College and the Historic Westside Village. The recommended improvements include enhancing the existing median on the eastern end of the corridor, maintenance to the existing streetlights and street furniture, sidewalk repairs, banners, on-street parking and street trees.





#### **P14. Carter Street**

Carter Street is designated as a bike route as part of the PATH Foundation Bike Trail System. Connecting to Washington Park; west of Lowery Boulevard and Downtown Atlanta, the Carter Street bike trail currently lacks visibility. There are also no designated bike lanes and there is limited signage to direct pedestrians along the trail. On the western end of the neighborhood, Carter Street is 25' wide with 15' sidewalks. It dead-ends just east of Griffin Street but the PATH trail continues along Griffin Street to Magnolia, to Electric and resumes again at Carter Street south at the Vine City MARTA Station. The plan recommends a 15' shared pedestrian and bike trail on Carter from Lowery Blvd. to Griffin and from Electric to Northside Drive. Street lights, landscaping, street trees and signage are also recommended. In addition, this project proposes a partnership with the PATH Foundation for the proposed improvements to increase and encourage usage of the new and improved bike trail.



#### **P15. Northside Drive**

Northside Drive is the eastern boundary for the Vine City neighborhood and a major north-south arterial serving the Georgia Dome and Georgia World Congress Center. The City of Atlanta will embark on a transportation study for the Northside Drive corridor in the Spring of 2004. Due to high vehicular traffic along this corridor and the competing pedestrian traffic, this plan recommends streetscape improvements along the western side of Northside Drive to enhance pedestrian safety and mobility. These improvements should include a wider sidewalks (minimum 15'), street trees, furniture, lighting, crosswalks and possibly a median.



### **2.3.3 Road Improvements**

As part of the existing conditions analysis, the conditions of streets and sidewalks were assessed and categorized as Standard, Substandard, Deteriorated. Several members of the Vine City community also toured the neighborhood to identify streets that should be targeted for immediate repair. The streets that were identified in need of repair due to significant pot holes, lack of maintenance and poor drainage include:

- Sciple
- Foundry
- Maple
- Lowery
- Lester
- Orr
- Electric

4,450 Lineal feet of road improvements have been identified.

### **2.3.4 New Sidewalks/ Major Sidewalk Repair**

In conjunction with the street assessment, members of the community identified streets currently lacking sidewalks or are in need of repairs. The streets identified on the Transportation and Circulation Plan are heavily traveled by pedestrians and they provide access to major civic uses in the community including Kennedy Middle School, Kennedy Park, Bethune Elementary School, the Fulton County Health Center as well as the proposed Vine City Park and Flood Recovery Park.

- Thurmond
- Foundry
- Maple
- Electric
- Sciple
- Lester
- Delbridge
- Griffin
- Booker T. Washington
- Graves
- Rhodes
- Elm

14,100 Lineal feet of new sidewalks and sidewalk improvements have been identified.

### **2.3.5 Pedestrian Crosswalks**

In an effort to encourage and increase safe pedestrian mobility in the community, the plan proposes the installation of pedestrian crosswalks. The locations that are identified for these improvements are located at high traffic areas and near pedestrian activity areas including the Vine City MARTA Station @ Northside Drive, the proposed neighborhood retail node at the intersection of Magnolia and Vine Streets, the Lowery @ Simpson, Simpson @ Martin Luther King Jr., Northside Drive @ Martin Luther King Jr., Martin Luther King Jr. @ Simpson. It is recommended that these intersection improvements include brick pavers, striping and pedestrian signalization. It is important to note that the scale of these community improvements will vary.

### **2.3.6 Community Gateways**

The Vine City community identified four strategic locations to enhance visibility and define the main entrances into the Vine City neighborhood. Currently the area lacks neighborhood markers that could welcome visitors into the community that is representative of the history, legacy and identity of Vine City. The identified locations include:

- Lowery Boulevard @ Simpson Street
- Lowery @ Martin Luther King Jr. Drive
- Northside Drive @ Martin Luther King Jr. Drive
- Northside Drive @ Simpson Street

Vine City Redevelopment Plan  
**2.0 Project Definition**

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While there are many different forms of gateways, several possible designs for the look of the identity markers are included below:

